

THE IMPACT OF CONSUMER VALUE POSITIONING ON FEMALE CONSUMERS RELATED TO GREEN COSMETIC PRODUCTS

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ABSTRACT

There are number of stuff in mind of every female consumers and effect their decision to purchase any product. Although, the green cosmetic products are comparatively much beneficial for our environment and all the living species in this environment but in order to take decision about the purchase of any cosmetic product, they have to think a lot by take all the alternatives.

In this study, the important alternatives which are cost, safety, performance, symbol and status and convenience are taken which collectively consist of consumer value positioning. The purpose of this study is to find whether the consumer value positioning impact on female consumers concern and by what extent.

The sample of 425 female consumers was taken from Delhi-NCR region. Statistics have been used for analysis with the help of SPSS. The significance of this study is its uniqueness, as female concerns has been analyzed for green cosmetic product, and its effectiveness as multiple regression is used to analyze the impact of all the beneficial elements on female consumers concern.

It has been found that consumer value positioning have an impact on female consumers for green cosmetic products. The other important point which has been explored is cost, which have a negative relationship with the female consumers i.e., the increase in the cost of green cosmetic products will negatively effect on them whereas the other beneficial elements (safety, performance, symbol and status and convenience) are positively related with them.

KEYWORDS: Green Marketing, Cosmetic Products, Eco Friendly, Health and Safety & Consumer Value Positioning

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INTRODUCTION

When the first view of Earth from space was received through the space programme, many environmentalists spot the “green” lifestyle. At that time, some summarized that all were fully aware about the fragility of Earth. With the increasing passage of time, the awareness were more spread over that life on Earth is worthy and special which results the introduction of terms like Ozone depletion, Acid rain and green house effect (Walker J. , 2000). The environmental disasters gave rise to the activities for environment protection which aware about the environmental problem. Due to which consumer environmentalism is more widespread in last two decades (McIntosh, 1999). In recent times, the attention on the relationship of consumer behavior, marketing and environment has been increased (Finisterra do Paco, Barata Raposo, & Filho, 2008). Consumers are much more concern about the environmental as compared with the previous few years (Singh & Pandey, 2012).

Marketing related to environmental performance or its betterment refers to as green marketing (Charter & Polonsky, 1999). It is a process which converts the conventional consumers into green consumers by influence the preferences of consumers in such a manner that persuade their demand towards green products and help them to modify their behavioral consumption pattern (Alsmadi, 2007). “All activities designed to generate and facilitate any exchanges intended to satisfy human needs or wants, such that the satisfaction of these needs and wants occurs, with minimal detrimental impact on the natural environment” (Polonsky 1994). The effect of green marketing can be clearly observed not only on environment, general public and consumers but also our economies have a positive impact as well (Singhal & Singhal, Exploratory research on green marketing in India, 2015).

The first stage was in 1980s, when the green marketing was firstly introduced and discussed in industry (Peattie & Crane, 2005). A positive consumer response was expected which would increase the sales, goodwill and market share from their green marketing activities (Lee, 2008). But with the increasing consumers’ concern about environmental problems, a downfall in market growth was observed which was opposite to the marketers’ expectation. Green marketing step forward in the second stage in 1990s’ and a backlash was found out by marketers (Wong, Turner, & Stoneman, 1996) and concluded that the consumers association with environment and with green products do not reflect in their purchasing behavior (Schrum, McCarty, & Lowrey, 1995). Five major reasons were found out by (Peattie & Crane, 2005) which were green spinning, green selling, green harvesting, entrepreneur marketing, compliance marketing.

At the mid of 1990s’ the social and environmental awareness spread over many consumers (Strong, 1996). Green consumerism start up during that period with a new force of consumer (Gurau & Ranchhod, 2005). A consumer who avoids products that cause harm to environment during manufacturing, use and disposal, hazardous to the consumers’ health, reason of unnecessary waste, consume inordinate amount of energy, allow unwanted use of or cruelty to animals, adversely impact on other countries, use material obtained from threaten species or environment is a green consumer (Elkington, 1994). With the rise in the concept of consumerism, the scholars start using the word “sustainability marketing” in late 1990s. Sustainability marketing is establishing and maintaining a relationship with natural, customer and social environment (Charter & Polonsky, 1999).

Since 2000, the third stage developed which was named as green marketing. Green marketing refers to the response of market towards environmental effects of the production, packaging, use, labeling, designing and dispose of goods and services (Lampe & Gazda, 1995).

The term “environmentally friendly product” describe as the product which lessen the negative impact on environment (Manaktola & Jauhari, 2007). There is no consumer product which do have zero impact on environment but the green product or environmental product referred to those product which enhance and safeguard natural environment through lower down or eliminate the usage of toxic agents, waste, pollution and conserving resources or/and energy (Ottman, Stafford, & Hartman, 2010). The products which play a role in green marketing are:

- Products that can be reused and recycled
- Products made up of recycled goods
- Organic products
- Products with environmentally responsible packaging

- Products that meet or exceed environmentally responsible criteria
- Services that rent or loan products such as care sharing (Singh & Pandey, 2012)

The philosophy of green marketing is an impact of manufacturing and consumption of environment. Marketers have to attract not only those consumers who are already aware and buying green products but also to those who must be persuade that eco-cost of product is essential (Alsmadi, 2007). Green marketing refers to the process which decreases the long term impact on environment by the combination of input (resource consumption, source of supply, production processes), output (finished products) and consumer preferences (Walker & Hanson, 1998). Every attribute of production such as production, design, packaging, use and disposal of goods and services gives an opportunity to every organization not only protect the environment but also to take benefit of positive attitude of consumers towards the environment (Lampe & Gazda, 1995). The efforts of organization in designing, pricing, promoting and distributing products that will not adversely affect the environment is refer to as green marketing or environmental marketing or sustainable marketing (Pride and Ferrell 1993). The green marketing is mainly related with the making and promoting environmentally sound products. It means that all marketing activities are carried out within the environmental frame (Alsmadi, 2007). As the green consumers are increasing, the marketers are targeting more and more segment of green consumers (Mostafa, 2007).

Many marketers have limited understanding of the content of green marketing. Due to the lack of knowledge of green marketing, the marketers do not take full advantage to execute it. This perception of marketers leads to the restricted green product development process even though the new product development is very essential for the performance of businesses (Veen, Peelen, & Langerak, 1998). Green vision is a fact which should be understood so that the marketers can develop some strategies to target the need of green consumers (D'Souza, 2004).

This study aims to identify the impact of consumer value positioning on female consumers. As the consumer value positioning consists of five beneficial elements, the other sub-objectives are to:

- To determine the impact of cost effectiveness on the female consumers for green cosmetic products.
- To analyze the impact of safety on the female consumers for green cosmetic products.
- To find out the impact of performance on the female consumers for green cosmetic products.
- To know the impact of symbolism and status on the female consumers for green cosmetic products.
- To ascertain the impact of convenience on the female consumers for green cosmetic products.
- To elaborate marketing strategies of cosmetic industry from the improved understanding of the female consumers.

The remainder of this study is arranged as follows:

The next section of this study includes the review of literature on consumer value positioning and its beneficial elements and hypothesis are developed accordingly. On its basis, the conceptual framework was developed and introduced then after. The study follows the method used to test the hypothesis. The fourth section discusses the results. The last section describes the managerial implications, limitations and highlights the road map of the further research.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Green marketing is widely accepted phenomenon in the recent years and it is very hard for the companies to avoid it. It gave a great opportunity to the companies to access new markets, enhance the horizon of profitability and take pleasure of competitive advantage (Chen Y.-S. , 2010). Marketers have found that it is essential to make the environmental consciousness as a vital share of their marketing strategy (Alsmadi, 2007). Today, the environmental consciousness is not merely a philosophy for activist but also a subject of market competition which affect on consumers' behavior (Mostafa, 2007). The successful green marketers consider a consumer as a human being who is worry about the world instead of the people craving for material goods (Singh & Pandey, 2012).

Consumer Value Positioning

There are various elements which induce the people for the green consumption. Environmental consciousness, quality of product, quality of life, price, social context, information and knowledge influence them to purchase green products (Ritter, Borchardt, Vaccaro, Pereira, & Almeida, 2015). The green products have associated with five desirable benefits which are health and safety, efficiency and cost effectiveness, performance, convenience and symbolism and status (Ottman, Stafford, & Hartman, 2010). There are numerous factors which discourage the female consumers to purchase green cosmetic products such as non availability, high price, lack of information, bad past experience, false marketing strategies, dissatisfaction with products in which first three factors pay a major contribution (Singhal & Malik, 2018). The awareness of green marketing related to cosmetic industry among female consumers in Delhi, 2018). Green marketing myopia can be avoided by three principles. Consumer value positioning is one of them in which the (Mishra & Sharma, 2010) discussed ways that are:

- Deliver and promote the value of environmental products according to the consumer desired and target the appropriate consumer market segment.
- Widen the mainstream appeal through bundling the desired value of consumers into green products.
- The marketers should line up the consumer value of environmental products with the relevant consumer segment (Ottman, Stafford, & Hartman, 2010).

Cost Effectiveness

Managing an environmental safety is time consuming, highly challenging and expensive (Yazdanifard & Mercy, 2011). Green marketing is co-existed with the terms as cost-cutting, risk reduction or re-engineering (Veen, Peelen, & Langerak, 1998). The green products carry a hidden saving in it. They are relatively less costly when the whole life cost of a green product is considered (Singh & Pandey, 2012). The decrease in cost results in the industrial differentiation (Yazdanifard & Mercy, 2011).

Consumers' choice is based on the best combination of their needs and products attributes depending upon cost, value and previous satisfaction (Kotler, Marketing Management: Analysis, Planning, Implementation, and Control, 9th ed, 1997). People are ready to pay premium for environment-friendly products. Green products features, environment consciousness, green prices and green promotion affects positively on green purchase behavior. Here, green price affects on married consumers as compared to the unmarried one. The green products features are more important for the consumers who are married and having children (Boztepe, 2012). The married couples having children are more willing to

pay extra for green products. The reason behind this is maybe they think more about the detriment impact of environment on their partner and children's future (Laroche, Bergeron, & Forleo, 2001). Female consumers associated with different income group have dissimilar attitude for the pricing and recommendation of green cosmetic products (Singhal & Malik, 2018). The attitude and purchasing of female consumers towards green marketing related to cosmetic industry, 2018). Consumers are willing to pay higher for the greener lifestyle and wish to connect themselves with the green companies. They are inspired to purchase products from companies which produce eco friendly products (Yazdanifard & Mercy, 2011).

But in real life, the customers are not always ready to spend a higher amount of money (Fuller, 1999). Consumers do not compromise on product quality rather than higher price of green products (D'Souza, Taghian, & Khosla, 2007). The consumers are getting aware of green practices and have a positive attitude and behavior towards it. But despite of all these things, they are not willing to pay higher price for the same (Manaktola & Jauhari, 2007). Many consumers who don't spend much on green products also don't desire to change their lifestyle (Singhal & Singhal, Exploratory research on green marketing in India, 2015).

Pricing in green marketing is as difficult as in conventional marketing. The overpricing of green products has made the consumers more suspicious about some green claims (Singh & Pandey, 2012). The price of eco friendly products has to be reasonable to persuade customer to buy it (Yazdanifard & Mercy, 2011). There are many consumers who cannot afford the premium price to buy green products. thus if the marketers are charging a high price due to high quality ingredients or economies of scale, than they make sure that the consumers feel it worthy and can afford it (Ottman, Stafford, & Hartman, 2010). The marketers should keep it in mind that many customers nowadays cannot afford the high price for any kind of products (Singh & Pandey, 2012).

According to those consumers who are not ready to pay higher price for green products admit that they do not bother issues related with ecology while purchase any products and feel that the companies are responsible for the environment. Those consumers who want to pay premium price accept the importance to behave in an ecological manner. They also believe that the firms are not responsible for environment (Laroche, Bergeron, & Forleo, 2001). The costlier production and lack of financial support of government are perceived as a great obstacle for the green marketing perspective (Garg, 2015). In this context, the first hypothesis reads as follows:

- ***H₁***: *There is an impact of price of green cosmetic products on the female consumers.*

Health and Safety

The health conscious consumers are those who are more concern about their health, involve in healthy behaviors and enhance their well-being (Michaelidou & Hassan, 2008). Health consciousness is a motivational element which encourages the consumers to deal with health actions (Mai & Hoffmann, 2012). The health conscious consumers know what they desire and are more interested in those advertisements which carry the information of organic features. The concern of health consciousness induces them to search the specific keywords having organic claims (Yang, Li, Tao, & Li, 2017).

There are various factors which effect green marketing. The products that are consider negative and its usage will lead to a negative impact or consequences are normally unsuitable (Finisterra do Paco, Barata Raposo, & Filho, 2008). A high level of toxic chemicals, drugs and hormones in daily use products have form health and safety an important choice consideration among children, pregnant women and elderly. Market positioning on health and safety of consumers can be

an extensive appeal to health conscious consumers as the green products minimize or eliminate the adulteration and toxic agents (Ottman, Stafford, & Hartman, 2010).

Most of the consumers like to have benefits of environmental household product which are not tested on animals, packaging can be recycled, do not contain toxic ingredients, strong fumes, chemical residue and safe to use for children (Ottman, Stafford, & Hartman, 2010). The green marketing also reveal in the chosen raw material, the process of using a product, waste production, the channel of disposal, the health and safety measures and pollution it produces (Shrivastava P. , 1995a). The second hypothesis in this context is as enumerated below:

- ***H₂:*** *There is an impact of health and safety of green cosmetic products on the female consumers.*

Performance

Green marketing starts from “green design” (Yazdanifard & Mercy, 2011). The ecological objective of green products planning is to decrease the pollution and resource consumptions and to enhance conservation of scarce resources (Singh & Pandey, 2012). Many consumers will ready to pay high for green products only if they perceive some supplementary value such as improved performance, design, function, taste, visual appeal. Only environmental benefits may not be a reason for higher prices (Singh & Pandey, 2012). Some consumers are ready to accept the products which a low performed product in order to bring environmental benefits. Environmental benefit is neither a primary benefit nor a primary motivation to purchase (Speer, 1997; Ottman J. , Ottman Report on Green Marketing and Innovation, 2001). Inadequacy of technical know-how and inefficient implementation of governmental law is an obstacle of green marketing (Garg, 2015).

Performance of product has an important role have an impact on consumer adoption and environmental products retention (Manaktola & Jauhari, 2007). The product purchasing of consumers are basically dependent on attributes of products (Singh & Pandey, 2012). The success of any product relies on the choice of product attributes, product positioning and/or packaging which are required for differentiation. But product environmental benefits are also a factor on which the success depends (Leigh, Murphy, & Enis, 1998; Shrivastava P. , 1995b).

The consumers’ doubt on green product performance or existence of any performance gap strongly affects the acceptance of product (Wong, Turner, & Stoneman, 1996). Few marketers presume that only environmental positioning is enough for products’ success and ignore the products’ performance (Ottman J. , Edison winners show smart environmental marketing, 1995). In this context, the third hypothesis is mentioned below:

- ***H₃:*** *There is an impact of performance of green cosmetic products on the female consumers.*

Symbolism and Status

The positioning of green products among consumers can be on the based on status symbol (Ottman, Stafford, & Hartman, 2010). To attract the young consumers, the green consumption requires endorsing high profile celebrities and a connection with cool technology (Ottman, Stafford, & Hartman, 2010).

To impart a strong feeling of branding, a brand needs to have a favorable and unique image (Keller, 1993). An image has a strong effect on behavior and decision making process of consumers by providing mental shortcuts for processing purchase data (Kotler & Gertner, Country as brand, product, and beyond: A place marketing and brand management perspective, 2002). Green branding is an effective tool to involve consumers in purchasing pattern of

ecological products. Consumers are having a trust on green branded products which raise a greener consumption patterns. According to consumers, the green products should have an eco-image (Juwaheer & Pudaruth, 2012). Green brand image, green trust and green satisfaction are related positively with the green brand equity. The study also extended with the conclusion that the green trust and green satisfaction is the mediator between the positive relationship of green brand image and green brand equity (Chen Y.-S. , 2010). The body shop advertises its product lines with social and environmental sensitive theme.

“Make up your mind, not just your face” —The Body Shop (Ottman, Stafford, & Hartman, 2010)

Due to the increasing environmental concerns, customers are more favorably disposed towards environmental friendly brands. Green brands display nature related advantages which provoke a positive emotions in customers (Kals, Schumacher, & Montada, 1999). A green brand image assimilates green practices into corporate brand to give rise to consumers' perception about the brand that are related to the environmental concern and environmental commitment (Chen Y. , 2009).

According to the consumers' perception, the corporate image is the overall identification with coexistence of product image and corporate social responsibility (Ko, Hwang, & Kim, 2012). If the brand attributes is important for the firm than it should focus on greening the products but where the corporate image is salient than there is a need to investing on firm level process/ system (Singh & Pandey, 2012). Self image is one of the predictor of green buying behavior among adolescence. Environmentally friendly image of a person could found to be a good image. This means the green purchase behavior convey symbolic identity among adolescence (Lee, 2008). The fourth hypothesis in this context is listed below:

- **H₄:** *There is an impact of symbolism and status of green cosmetic products on the female consumers.*

Convenience

The distribution is an important issue to draw attention of right customers for green products and act as environmentally responsible manner (Singh & Pandey, 2012). Green distribution is very sensitive operation. The distribution of green products requires a high level of compliance (Yazdanifard & Mercy, 2011). The green products should be available to the niche market by distributing it to the mainstream outlets as the customers do not go beyond its reach just for the sake to buy environmentally responsible products (Singh & Pandey, 2012).

The green supply chain management refers to as incorporating the environmental concerns into supply chain management (Sellitto M. A., 2016). It involves green logistics, green purchasing, green transportation, pollution mitigation, green product design and disposal (Bai & Sarkis, 2010). The main motive of green supply chain management is to design and organize green practices in supply chain and refurbish it such as reuse of leftover, material recycling, eco-design and remanufacturing (Seuring & Muller, 2008). Its aim is to enhance the environmental and economical performance through risk reduction (Rao & Holt, 2005).

The green supply chain management can reduce the total environmental impact with a complete product life cycle (Linton, Klassen, & Jayaraman, 2008). Transportation of goods, raw materials, warehousing, packaging and natural resources are some examples of environmental effect that can be upgrade by collaboration initiatives in supply chain (Srivastava, 2007). Use of natural and energy resources, atmospheric emission, effluents, waste generation, influence on regional micro climate and on wildlife are some effects of supply chain management (Sellitto, Borchardt, Pereira, & Gomes, 2012). In case of green supply chain management, the manufacturers generally execute green practices (Zhu,

Sarkis, & Lai, 2008). In this context, the fifth hypothesis is as follows:

- **H₅:** *There is an impact of convenience of green cosmetic products on the female consumers.*

RESEARCH METHODOLOGY

The study was conducted in India where the sample space was Delhi and NCR which is most diversely populated. The sample size of population is 425 female consumers along with 5% significance level. The sample showing the demographic diversity related to age, education, employment and income. The cluster sampling which is a probability sampling technique was used by framing clusters in Delhi, Noida and Gurugram. Efforts had made to collect the data through personal visits or e-mails.

For the secondary data collection, various journal articles, books had been studied. For primary data collection, a structured questionnaire has been developed for this study. A pilot study has been conducted from few female respondents to take feedback about the questionnaire. After that the questionnaire was revised and finalized. The questionnaire was divided into five sections consist of Price, safety, performance, status and symbol and convenience. In order to find out the impact of consumer value positioning on female consumers, a set of statements was developed and ask the female respondents to tick the a suitable alternative on five point likert scale basis (1= strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree).

After collection of data, it was statically analyzed using SPSS software. The data acquired were submitted to statistical analyses which include multiple regression analysis.

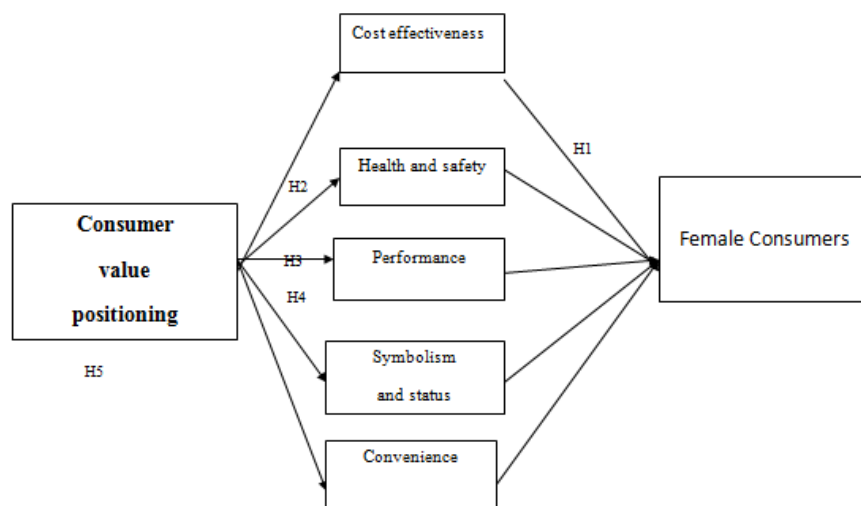


Figure 1

With the help of the above hypothesis, a conceptual framework was developed which indicate that the consumer value positioning consist of five beneficial elements i.e., cost effectiveness, health and safety, performance, symbolism and status and convenience. This framework also entail the objectives i.e., the impact of these elements on female consumers.

Analysis and Interpretation

The cronbach's alpha is used to assess the internal consistency or reliability of a composite score (CompleteDissertation). A reliability analysis was carried out by using cronbach's Alpha test (Table 1).

Table 1

Reliability Statistics	
Cronbach's Alpha	N of Items
.745	6

Cronbach's alpha is estimated at 0.745 with 6 items which means 74.5% of variability in a composite score by combining 6 items. So the calculation of composite score indicates 74.5% of variance in a score which would be considering reliable variance.

The multiple regression was carried to determine the impact of all five beneficial elements of consumer value positioning (cost, safety, performance, status and symbolism and convenience) on female consumers in relation with green cosmetic products and the extent of its influence on them. With the help of SPSS, the results of multiple regression is as follows:

Table 2

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.890	.115		16.463	.000
	Cost	-.085	.024	-.114	-3.5034	.000
	Safety	.041	.020	.070	2.093	.037
	Performance/ Impact	.102	.020	.164	.994	.000
	Status and Symbolism	.146	.022	.234	6.668	.000
	Convenience	.182	.023	.263	7.744	.000

a. Dependent Variable: Female_concern

The regression weights and p value in Table 2 also depict the result. The cost ($\beta = -.085$, $p < 0.05$); safety ($\beta = .041$, $p < 0.05$); performance/impact ($\beta = .102$, $p < 0.05$); status and symbolism ($\beta = .146$, $p < 0.05$); convenience ($\beta = .182$, $p < 0.05$) were significant predictor of female consumers' concern.

Based on the above (Table 2) results, the regression equation obtained is:

$$y = 1.890 - 0.85x_1 + 0.041x_2 + 0.102x_3 + 0.146x_4 + 0.182x_5$$

Where, x_1 = Cost, x_2 = Safety, x_3 = Performance, x_4 = Status and symbolism, x_5 = Convenience and y = female concern

The above equation explains the change in dependent variable by one percent of change in independent variables. Thus, one percent increase in cost will decrease the female concerns for green cosmetic products by 8.5%. However, the other rest variables are positively related with female concern. One percent increase in safety, performance, status and symbolism and convenience will increase the female concern for green cosmetic products by 4.1%, 10.2%, 14.6% and 18.2% respectively.

By observing the values of standardized coefficients it can be interpreted that the convenience has more impact on female concern as its value (0.263) is much higher than the other independent variables. Status and symbolism is the next important factor which effect the female concern. It is surprising to note that safety has minimal impact on female consumers' concern as compared to other variables in category of cosmetics as it has least value (0.070).

Table 3

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	46.440	5	9.288	55.254	.000 ^a
	Residual	133.133	792	.168		
	Total	179.574	797			

a. Predictors: (Constant), Convenience, Performance/ Impact, Cost, Safety, Status and Symbolism

b. Dependent Variable: Female_concern

In order to test the hypothesis, we move to an analysis of variance (ANOVA) identified in Table 3. As the sig value in above table is 0.000 which is less than the significance value 0.05. This identified that our modal is fit and by comparing the values, it is mandatory to reject the null hypothesis. Thus, it can be interpreted that there is an impact of all the five beneficial elements of consumer value positioning (cost, safety, performance, status and symbolism and convenience) on female consumers.

Table 4

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.509 ^a	.259	.254	.410

a. Predictors: (Constant), Convenience, Performance/ Impact, Cost, Safety, Status and Symbolism

Here the value of R square is 0.259, which indicate that independent variables have an overall impact of 25.4% on dependent variable. In this study, the dependent variable is female concerns and independent variables are cost, safety, performance, status and symbolism and convenience. Hence, these five beneficial elements of consumer value positioning have an overall impact of 25.4% on female consumers concern for green cosmetic products.

CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS

This study developed a research framework to explore the impact of cost, safety, performance, status and symbolism and convenience on female consumers in context of green cosmetic products. According to the analysis, it can be concluded that all the five desirable benefits which are associated with green products have an impact on female consumers of Delhi-NCR region in context of green cosmetic products.

The interesting point which has examined is the relation of these independent variables with the female concern (dependent variable). All the beneficial elements have a positive relation with the female consumers' concern expect cost which means if the green cosmetic companies will make cosmetic more safer for the skin and hair, improve its performance, more associate it with status and symbolism and enhance its availability will result an increasing concern of female consumers towards it. Quality is an important issue for the female consumers when it comes to the category of cosmetics and edibles. Thus, the marketers should focus on the further improve the quality of cosmetic to enhance its performance. Most of the consumers have sensitive skin. They rarely use cosmetics. And most of the consumers don't want to apply chemicals on their skin and hairs. Thus, the safety point of view is very essential for these kinds of consumers. The marketers should also examine the harmlessness of chemicals used in it as all chemicals are not suitable to every consumer.

In case of cost, the result is contradictory which shows a negative relationship between the cost and female consumer concern. This indicates an increase in the cost of green cosmetic product will decrease the female consumers' concern. Thus, the marketers should keep this point in mind before changing the price of it. Now, the other interesting point found in this research paper is female consumer mind set. They want the green cosmetic products to be safer for their skin and hair, better performance, convenient and reflect their status and symbol but are reluctant from increase in cost. This may raise a challenge for the marketers to improve the green cosmetic products without increasing cost.

This study also shows the effect of each beneficial element on female consumer and concluded that the convenience has more impact on female concerns as compared with other variables. Selected store of green cosmetic brands also influence the consumers' perception. But on the other hand, it can also badly affect the availability of green cosmetic products in the market. It can be observed that the non-green cosmetic products are easily available in the shops as they adopt the intensive distribution strategy. Thus, the marketers have to develop a strong green distribution strategy for the convenience and status of female consumers. They should also promote the online distribution of these products.

An image has a strong also the second most important variable which impact on female consumers' concern, after convenience. Consumers connect their identity and status with brands. They have a trust on green brand as compared with any green unbranded products. As there is a positive impact of status and symbolism on female consumers, the marketers should create a brand image. They can also endorse any celebrity so that consumers can associate their status more easily.

MANAGERIAL IMPLICATION

From last few years, the concept of green marketing became more popular and accepted by various companies and consumers in India. In order to achieve green competitive advantage, the marketers should keep the entire five beneficial elements in mind while targeting female consumers. This study reveals that consumer value positioning have an impact the female consumers. Thus, all the beneficial elements consist in consumer value positioning i.e., cost, safety, performance, status and symbolism and convenience are important to consider while making marketing strategies.

From the above analysis, it is very clear that the convenience have more impact on female concern as one percent change in convenience will impact positively on female consumers' concern by 18.2%. Thus, the marketers should increase the availability of green cosmetic products online and offline. Various green cosmetic products are available only at their exclusive outlets. To increase its availability, the marketers should adopt intensive distribution strategy.

The important fact which is highlighted in this paper is a positive impact of status and symbolism on female consumers. Thus, marketers should relate green cosmetics with status and symbol by endorsing celebrities in their advertisement and opting appropriate medium of promotion such as magazines.

The marketers should focus on improving the green cosmetic products in such a manner that it will be safer for the skin and hair. Although, green cosmetic products include non toxic chemicals and organic raw materials which are safe for the environment and skin but it should also perform in accordance of expectation of female consumers.

Lastly, the cost is a major and sensitive issue which is very difficult to determine. As discussed above, green cosmetic products are made up from natural/ organic raw material and non toxic chemicals and are safe for environment, the consumer have to pay premium to buy the green cosmetic products. But the marketers should make it reasonable and worthy. The marketers have to enhance its quality before any increase in cost. They should also communicate its benefits

to make them understand about the reason behind high cost.

LIMITATION

This study has few limitations. First, this study is based on female consumers only and based on female concerns to purchase green cosmetic products. Future research could expand its horizon by including male consumers based on different demographic variables for the wider aspects. Second, location is very essential part to conduct any research. In this study, the location was selected was Delhi-NCR region in India. For further scope, this study could be conducted in different region or country. Third, green cosmetic product is the basis of this research study. For the future research, the other related or unrelated products could be considered as a basis to determine the impact of consumers. Last, this research is based on the consumers' point of view where female consumers are the main focus in it. Even, the other side of coin i.e., marketers and business representatives are not involved in it.

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